

Business Profile Questionnaire

DATE: 03/11/22

FOLDER: Marketing

CATEGORY: Marketing Strategy

TAGS: *business profile, buyer persona, business directory, point of difference, content strategy*

NOTES: additional notes after the original document is in circulation. Thoughts and ideas....

1. When did you start?
 2. What are the roles for your business? Who does what?
 3. Do you work locally?
 4. How many clients do you have?
 5. How often do your clients use your service or product?
 6. What training have you had?
 7. Is there something you do different from others in your industry?
 8. Do you have any warranties or guarantees?
 9. Are there proper steps when engaging with your clients and brand?
 10. What is your average profit margin?
 11. Do you have success stories?
 12. Do you have a logo?
 13. Do you have a color scheme?
 14. What do you value most?
 15. How would you describe your brand: *rugged, minimalist, luxury, warm and comfortable, meticulous, eco-friendly, humorous, convenience, powerful, central, wellness, self-indulgent, caring, protective, entertaining, adventurous, critical care, all-inclusive, thought-leader, pet-friendly, organic, all natural, medicinal, quality of life, ease of function, automatic, athletic, creative, community focused, engaging, high-demand, trendsetter, fashion-forward, artistic, elegant, modern, traditional values, authentic, integrity, technical, hi-tech, craftsmanship, innovator, the authority, nutrition, on-location, spiritual, systematic, binge-worthy, exciting, family oriented, business culture, strive for excellence, supportive, growth-minded, thoughtfully prepared, original, legacy, top-shelf, tier one, pillars of society*
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Business Information:

Address

Phone

Fax

Email

Web Address

Business Category

Contact Person 1 - Position

Contact Person 2 - Position

Contact Person 3 - Position

Social Channels

Directory Listings

Associations

BBB

Trade Organizations

Business Description: 200 - 600 words

Business Brief Description: 150 words max

Buyer Persona (Target Audience) Questions:

1. Is age important for your client
2. Is income important
3. Is location important
4. Is stage of life important
5. Is gender a factor
6. Is stage of business important
7. Is number of employees important
8. Is type of industry important
9. Is family size important
10. Is it important they go through something first
11. Is a specific crisis important
12. Is it easy to engage with you
13. Do you have to educate prospects before they are buyers
14. How do you educate people on what you do
15. Why type of person loves your business
16. What challenges of you overcome in business
17. What challenges have shaped your business
18. Did you start this business with a goal in mind
19. Do you have a mission statement
20. Do you have a vision for your business
21. What are keywords people would use to find you
22. What are the biggest problems you solve.
23. What are the biggest issues facing your target audience
24. Can you describe your target audience
25. What are your client's excited about
26. Who is your top competitor
 1. What do they do that you do not
 2. What do you do that they do not
27. What brands do you identify with
28. Do you have a mentor
29. Do you have a business plan
30. What time do you start working each day
31. How many days a week do you work
32. How many clients do you envision in the end - why
33. What happens to your clients if you are not around
34. How do you educate your clients
35. How do you educate your staff
36. What's the best way to communicate with your clients
37. What's the best way to communicate with your strategic partners
38. How many clients can you handle at one time
39. What are you doing for them
40. If you could only do one thing in your company what would it be

41. What's the most challenging aspect about your business and what you do
 42. How much time does it take to complete a project
 1. How many steps are involved
 2. Do you do everything or is your client involved in the process
 3. Would you say your process is easy or complicated
 43. What would you do if you could add a million dollars to your budget
 44. Is cash flow under control at all times
 45. Do you offer payment plans for projects
 46. Do you offer subscriptions
 47. How do you get paid
 48. What are the payment options for your clients
 49. Do you have office hours
 50. Are you active on social media
 51. Are you active on email subscriptions
 52. Are you active blogger
 53. Do you have a list of FAQ's
 54. Do you have manufacturers you represent
 55. Are you an affiliate for anything
 56. What special training is involved with your business
 57. What special equipment is involved with your business
 58. Where do you find industry news and education
 59. Is your business recession proof - in what ways
 60. What part of your business would you consider the most important
 61. Is your business a luxury
 62. Is your business essential for a certain group of consumers
 63. Is your business part of something larger
 64. Do you have success stories
 65. Do you have leave behinds, brochures, white papers, ebooks, manuals, etc.
 66. What do you enjoy doing most in your business
 67. What do you dislike the most in what you do.
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Buyer Persona Description:

Core Values List

- Authenticity
- Achievement
- Adventure
- Authority
- Autonomy
- Balance
- Beauty
- Boldness
- Compassion
- Challenge
- Citizenship
- Community
- Competency
- Contribution
- Creativity
- Curiosity
- Determination
- Fairness
- Faith
- Fame
- Friendships
- Fun
- Growth
- Happiness
- Honesty
- Humor
- Influence
- Inner Harmony
- Justice
- Kindness
- Knowledge
- Leadership
- Learning
- Love
- Loyalty
- Meaningful Work
- Openness
- Optimism
- Peace
- Pleasure
- Poise
- Popularity

- Recognition
- Religion
- Reputation
- Respect
- Responsibility
- Security
- Self-Respect
- Service
- Spirituality
- Stability
- Success
- Status
- Trustworthiness
- Wealth
- Wisdom

FINDING YOUR WHY

Strategy 1: 6 Quick steps to your purpose

Director of Innovation and Social Entrepreneurship at the University of Michigan's School of Public Health Vic Strecher suggested these six steps:

- **Step 1:** Consider the top three-to-five core values of the company. What are the things the company cares about the most? What's non-negotiable?
- **Step 2:** Consider other companies you admire and would want to emulate (not imitate).
- **Step 3:** This is a tough one. Assume your company went out of business. In retrospect, what would you want it to be known for? What legacy would you'd like the company to leave?
- **Step 4:** Now that you've primed the pump, it's time to ask, "What are the goals of your company that matter most?" These goals naturally emerge from what you value the most.
- **Step 5:** Assemble these valued goals into an overall company purpose. This is where you stop and ask yourself, "Does this purpose transcend revenue?" Make sure the suit fits - your purpose can be aspirational but it must be authentic.
- **Step 6:** Wear the suit. Make sure everyone in the organization understands the purpose. If the purpose doesn't fit, change it until it does.

That last step is vital because it recognizes that whys can and do change. Some times whys stay constant as a company's OKRs continue to change over the years. But it's perfectly fine for a why to evolve along with a company's goals and values.

Strategy 2: The benefit game

Another way to find your why is to play the benefit game. First, you write down what your company does and ask yourself what's the benefit of that. You write down your answer and then ask what's the benefit of that. You continue this pattern as many times as you can.

Here's an example of how the benefit game would play out with an electric car dealership.

Proposed purpose: We sell electric vehicles.

What's the benefit of that?We help people drive in an environmentally-friendly way.

What's the benefit of that?It reduces pollution caused by driving.

What's the benefit of that?It reduces human-contribution to climate change.

What's the benefit of that?It reduces harm to life on Earth.

Purpose: Provide a life-sustaining method of travel.

There are dozens of ways to identify your company's why, but the most important thing is to get started. Discovering your company's purpose will transform the day to day by bringing meaning into the workplace.